



# **Incorporation of a Comprehensive Petroleum Emergency Plan Into the Wisconsin Energy Assurance Plan**

## **Request for Applications**

**Issue Date:** Friday, December 16, 2011

**Application Due Date:** Monday, January 9, 2012, 12:00 PM CST

Wisconsin State Energy Office

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## Table of Contents

Background .....	4
Objectives.....	4
Award Information .....	5
Eligible Applicants.....	5
Eligible/Ineligible Expenses.....	5
Cost-Sharing.....	5
Application Guidelines.....	5
Application Review Information .....	6
Review and Selection Process .....	6
Contract Terms and Funding .....	6
Contact Information.....	7
Cover Page .....	8
Budget Justification Form .....	9

## **Background**

The Wisconsin State Energy Office (SEO) is seeking proposals for an entity to assist the SEO in expanding the Wisconsin Energy Assurance Plan (EAP) to include a comprehensive petroleum emergency plan.

The Wisconsin EAP provides state energy stakeholders with a guide to managing an emergency energy shortage. The current EAP addresses: roles and relationships among federal, state, and local regional authorities; petroleum shortage plans; emergency electrical failure procedures; natural gas emergency procedures; plans for homeland security; disaster and emergency plans; continuity and operations plans. It also contains information about major energy use sectors and energy provider categories. The plan examines some of the vulnerabilities and provides information about how energy providers manage shortage. It also suggests mitigation measures that the state might apply to various types and intensities of shortage. This plan is based on current information, but these data are dynamic. While patterns of response are usually consistent over time, details change regularly. The EAP is designed to help responders make decisions that will help the citizens of the state cope with shortage and maintain as much normalcy as possible.

The SEO is responsible for housing and maintaining Wisconsin's EAP. Pursuant to Public Law 101-440, states are required to regularly update their Energy Assurance Plans, and the SEO is currently in the process of updating the EAP. As part of this process, the SEO will be expanding the petroleum section of the EAP. Volatility of oil prices and an increasing amount of instability in oil-producing nations poses a greater degree of risk for oil disruptions than in past years. Therefore, Wisconsin's EAP will be greatly strengthened by inclusion of a more detailed discussion of petroleum inventories, decision-making on petroleum allocations, communications channels between refiners/wholesalers/retailers and a discussion of what the Governor needs to make decisions in a situation where petroleum supplies become disrupted.

## **Objectives**

The objectives of incorporating a Comprehensive Petroleum Emergency Plan into the Wisconsin EAP are to provide a written document that:

- Outlines the information the Governor and his staff will need on the first day of a petroleum disruption, understand questions the Governor is likely to ask, and identify a responsible party for answering those questions
- Quantifies the retail and wholesale petroleum storage capacity in the state—gasoline, diesel, and other products
- Provides information regarding how refiners' allocation systems work, evaluate their fairness and whether they are designed to get maximum product into the state; and describe the allocation appeal process and potential allocation set-asides for emergency government, national guard, police and fire services, hospitals, schools, etc.
- Describes the federal regulatory process for the refiners' allocation system, if any
- Makes recommendations of ways for large wholesalers and petroleum marketers to conserve fuel, with descriptions of past successful efforts, if any
- Understand petroleum marketers' and large wholesaler/terminal operators' biggest concerns about petroleum shortages
- Understands and evaluates the ramifications of varying degrees of shortage; present options to prevent lines for petroleum fuel during shortages, if possible
- Performs a risk assessment on the effect of various interruption scenarios on current infrastructure and identifies action steps that would reduce the risk or economic significance of a shortage event
- Outlines the proper role for government in a crisis involving petroleum shortage
- Evaluates whether there should exist a national strategic gasoline or finished products reserve similar to the Strategic Petroleum Reserve (crude oil)
- Evaluates the positive and negative aspects of Wisconsin's price-gouging law under emergency scenarios
- Identifies aspects of the existing pipeline and terminal infrastructure that create obstacles for effectively moving product into the state
- Compiles data on the percentage of gasoline originating at refineries that currently supply Wisconsin
- Analyzes the effect of anti-trust laws on the ability/willingness of refiners to cooperate during an emergency
- Evaluates the potential to bring product in over bodies of water (Lake Michigan, Mississippi River) in emergency situations
- Identifies the most effective means of communicating to the public the need to conserve fuel

### **Award Information**

1. **Type of Award** – The SEO anticipates awarding a grant under this program announcement.
2. **Maximum Award Size** – The SEO will award a maximum of \$40,000 for a new award under this announcement.
3. **Expected Number of Awards** – The SEO will make 1 award under this announcement.
4. **Period of Performance** – The SEO anticipates making an award that will conclude by May 25, 2012.
5. **Reporting**—The Awardee will be required to submit monthly status reports to the SEO and a final written document by May 25, 2012.

### **Eligible Applicants**

The type of applicant is unrestricted.

### **Eligible/Ineligible Expenses**

Funding may be used to support staff time and associated research expenses, including training and/or seminar expenses. Lobbying expenses are ineligible. All expenses will be reviewed and approved by the SEO. Expenses incurred before the grant contract is signed will not be eligible for reimbursement. Budgets will be reviewed prior to an award (via the Budget Justification Form) and are subject to negotiation with the SEO.

### **Cost-Sharing**

There are no cost-sharing requirements under this program.

### **Application Guidelines**

Three (3) hard copies and one (1) electronic copy are due by Monday, January 9, 2012, 12:00 (noon) CST. Any applications received after this deadline will not be considered. Below is the list of documents to be included as part of the application and the order requested.

1. **Cover Page (attached)**
2. **Project Narrative:**  
The project narrative must not exceed 5 pages, including, table of contents, charts, graphs, maps, photographs, and other pictorial presentations, when printed using standard 8.5" by 11" paper with 1 inch margins (top, bottom, left, and right). EVALUATORS WILL ONLY REVIEW THE NUMBER OF PAGES SPECIFIED IN THE PRECEDING SENTENCE. The font must not be smaller than 11 point. Do not include any Internet addresses (URLs) that provide information necessary to review the application. Narrative should also thoroughly address the review criteria in the Application Review Section below.
3. **Budget Justification Form (attached):**  
You must justify the costs proposed in each Object Class Category/Cost Classification category (e.g., identify key persons and personnel categories and the estimated costs for each person or category; provide a list of equipment and cost of each item; describe purpose of proposed travel, number of travelers and number of travel days; list general categories of supplies and amount for each category; and provide any other information you wish to support your budget).
4. **Personnel**  
List all personnel and provide resumes of staff who will be working on the grant, include activities and their experience as it relates to the proposed project. Establish a key staff member to coordinate grant activities and serve as a point of contact for this project.
5. **Letters of Reference (optional, but considered if submitted)**

### **Application Due Date**

Applications must be received by Monday, January 9, 2012, 12:00 PM (noon) CST. Applicants are encouraged to submit their application well before the deadline. APPLICATIONS RECEIVED AFTER THE DEADLINE WILL NOT BE REVIEWED OR CONSIDERED FOR AN AWARD.

## **Application Review Information**

1. **Initial Review Criteria** - Prior to a comprehensive merit evaluation, the SEO will perform an initial review to determine that (1) the applicant is eligible for an award; (2) the information required by the announcement has been submitted; (3) all mandatory requirements are satisfied; and (4) the proposed project is responsive to the objectives of the funding opportunity announcement.
2. **Merit Review** – The SEO will select a review panel to evaluate applications using the following factors. The SEO will then apply a rating, or score to the application based on the review.

### Overall Evaluation Factors:

- **Technical Merit** - All applications must provide sufficient information to demonstrate the applicant's technical capability to successfully undertake the proposed work.
- **Planning and Capabilities** - Provides evidence of a clear and comprehensive plan with a likelihood of achieving success.
- **Relevance of the Application to Program Objectives**
- All proposals must also provide a complete and detailed budget, which includes supporting narratives.

### Specific Evaluation Factors:

- *Ability to achieve the objectives.* Applicants must demonstrate that their organizational and staff experience will assist them in achieving the objectives. Applicants may not sub-contract activities to achieve the specific objectives.
- *Data Collection:* Applicants must gather and manage a significant amount of quantitative and qualitative data pertaining to petroleum fuel availability. Each applicant must provide a description of how that information will be managed and how the data will be accessed.
- *Reporting:* Applicants must agree to submit monthly reports to the SEO on activities of the program on request.
- *Other Information* – Applicants may provide additional supplementary information they believe demonstrates the proposal meets the application criteria as set out in the program description.

## **Review and Selection Process**

Grant applications are due by Monday, January 9, 2012 at 12:00 PM CST.

1. **Selection** - The SEO will consider the merit review recommendations of the review panel to make the final award decision.
2. **Discussions and Award** – The SEO may enter into discussions with a selected applicant for any reason deemed necessary, including, but not limited to: (1) the budget is not appropriate or reasonable for the requirement; (2) only a portion of the application is selected for award; (3) the SEO needs additional information to determine that the recipient is capable of complying with the requirements or (4) special terms and conditions are required. Failure to resolve satisfactorily the issues identified by the SEO will preclude award to the applicant.
3. **ANTICIPATED NOTICE OF SELECTION AND AWARD DATES** – The SEO anticipates notifying the selected applicant in the third week of January 2012 and making awards by the end of January 2012.

## **Contract Terms and Funding**

A contract between the grantee and the SEO will cover the scope of work, timetable and budget. Contracts cover the time period between the date the SEO signs the contract and May 25, 2012. Grant payment will be distributed on a reimbursement basis, in accordance with State of Wisconsin purchasing rules.

### **Contact Information**

Questions will only be accepted via email at [seo@wisconsin.gov](mailto:seo@wisconsin.gov). Please put the title of the RFA in the subject line. RFA questions and answers will be posted to the SEO website at [www.energyindependence.wi.gov](http://www.energyindependence.wi.gov).

### **Application Submittal**

Three (3) hard copies **and** one (1) electronic copy are due by Monday, January 9, 2012, 12:00 (noon) CST. Anything arriving after 12:00 PM (noon) CST will not be considered. Applications can be mailed or hand delivered to the address below.

#### **Mail Application to:**

Nina Carlson  
Senior Policy Analyst & Federal Liaison  
Wisconsin State Energy Office  
201 W. Washington Ave., 3<sup>rd</sup> Floor  
Madison, WI 53703

#### **Email Application to:**

[SEO@wisconsin.gov](mailto:SEO@wisconsin.gov)

# Incorporation of a Comprehensive Petroleum Emergency Plan Into the Wisconsin EAP Cover Page

		<b>Application Submission Date:</b>
<b>Organization Name:</b>		
<b>Primary Contact Name (First, Last):</b>		
<b>Primary Contact Title:</b>		
<b>Mailing Address:</b>		
<b>City:</b>	<b>Zip:</b>	<b>County:</b>
<b>Phone:</b>	<b>Fax:</b>	<b>Email:</b>
<b>Employer ID Number (W-9) :</b>		<b>Amount Requested: \$</b>
<b>Signature:</b>		<b>Date:</b>

Submit three **(3) hard copies and one (1) electronic copy** of the completed application by  
Monday, January 9, 2012, 12:00 PM (noon) CST to:

Hard Copies:

Nina Carlson  
Senior Policy Analyst & Federal Liaison  
Wisconsin State Energy Office  
201 W. Washington Ave., 3<sup>rd</sup> Floor  
Madison, WI 53703

Electronic Copies:

[seo@wisconsin.gov](mailto:seo@wisconsin.gov)

For Internal Use Only		
<b>Date Received:</b>	<b>Reviewed by:</b>	<b>Score: <input type="checkbox"/> A <input type="checkbox"/> R</b>
<input type="checkbox"/> <b>Letter Sent Date:</b>	<b>Contract Start Date:</b>	<b>Contract End Date:</b>



# Incorporation of a Comprehensive Petroleum Emergency Plan Into the Wisconsin EAP Budget Justification Form

## 1. PERSONNEL

Position Title	Pay Rate	Time (est hours)	Total Compensation	SEO Requested	Match	Work Description
	\$		\$	\$	\$	

## 2. FRINGE

Position	Total Compensation	Rate	Total Fringe	SEO Requested	Match	Rate Basis
	\$	\$	\$	\$	\$	

## 3. TRAVEL

Description	In-state or Out-of-State	Total Cost	SEO Requested	Match	Basis of Cost
		\$	\$	\$	

## 4. SUPPLIES

Description	Total Cost	SEO Requested	Match	Basis of Cost
	\$	\$	\$	

## 5. EQUIPMENT

Description	Total Cost	SEO Requested	Match	Basis of Cost
	\$	\$	\$	

## 6. OTHER

Description	Total Cost	SEO Requested	Match	Basis of Cost
	\$	\$	\$	

## 7. INDIRECT COSTS

Description	Total Cost	SEO Requested	Match	Basis of Cost
	\$	\$	\$	

## SUMMARY

Category	SEO Requested	Match	Total
Personnel	\$	\$	\$
Fringe	\$	\$	\$
Travel	\$	\$	\$
Supplies	\$	\$	\$
Equipment	\$	\$	\$
Other	\$	\$	\$
<b>Total Direct Costs</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
Indirect	\$	\$	\$
<b>TOTAL PROJECT BUDGET</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>